

World YWCA- Engagement Manager

The World YWCA is seeking an Engagement Manager, passionate about storytelling, evidence based communications, technology and women's rights, to join the Global Engagement and Impact team. The ideal candidate must have a thorough understanding of: communications around mobilisation and engagement of target audiences (e.g. women, young women, girls, donors, self-identified activists); commitment to working in mutual coordination with individual and organisational partners and allies; and linking campaigns and strategies of advocacy and branding. The ideal candidate should have in-depth understanding of primary and secondary research work and be competent in delivering creative, compelling, and strategic global campaigns on the priority thematic areas of World YWCA, in order to achieve viral and high visibility reach and engagement. The position requires an individual that can see and understand an overall strategy (i.e. the big picture) and plan and accordingly prioritise and manage multiple projects, along with deeply exploring key work when required. Candidate must be able to write great copy and deliver content to activate, inspire and engage with a variety of audiences and especially connect young women and women to the organisation. Operating as an effective generalist to navigate the breadth and depth of the position, the candidate must have a specific knack for creating compelling digital, low-cost, accessible communication mechanisms.

The position function includes project management and coordination, branding and communications, relationship management, budget management and administrative support to the efforts of the Global Engagement and Impact Team. The position holder must furthermore be able to prioritize work, communicate effectively both orally and in writing and deliver work under pressure and time constraints.

World YWCA is excited to find a good fit for this position, and is confident that there are many individuals that can do this job, even though the role is very precise in need and scope.

Location: Remote – possible to work from any country of residence/operation provided the specific requirement mentioned below is fulfilled

Duration of contract: 12 months, with possibility of extension depending on the need of the organization, performance of the mandate, and budget availability

Closing date for applications: January 31, 2022

Starting date: As soon as possible

Type of contract: Contractor mandate

Reference: YWCA- EM

Specific requirement: *Applicants must be able to work as independent / self-employed contractor in their country of residence/operation and provide evidence of ability to be working in compliance with local taxation and social benefits coverage – the evidence will be requested and assessed against Swiss legal framework for contracts, considering the specific country of residence/operation of the candidate.*

Website Link: <http://www.worldywca.org/>

Indicative base annual compensation: max. within range of CHF 48'000 to CHF 96'000, depending on location and relevant experience.

About World YWCA

The World YWCA has an ambitious goal: to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world's oldest women's movement. With member associations in 109 countries, it works to fulfil human rights and make gender equality a reality. The World YWCA is a learning organization in which there is recognized mentorship across generations. Sixty percent of the members of the World Board are aged 30 and under. The purpose of the World YWCA is to develop the leadership and collective power of women and girls around the world to achieve justice, peace, health, human dignity, freedom and a sustainable environment for all people.

The World YWCA mobilizes and connects millions of young women around transformational change, provides leadership opportunities in more than 100 countries around the world. It also actively works to influence policies, regulations and social and community norms which prevent the realisation of rights and leadership potential of women.

The World YWCA has three strategic priorities:

- Management and governance excellence towards Goal 2035
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women and women towards Goal 2035.

This is a remote vacancy. Candidates must be able to demonstrate that they will be able to have secure access to continuous and high-quality internet if selected. The World YWCA team and movement is spread around the world and the position requires conversations and consultations with women, young women and girls around the world almost on a weekly basis. As a note, the World YWCA secretariat is in Geneva, Switzerland, CET time zone. Some team members are based in that location while others work fully remotely from other parts of the world.

Duties and Responsibilities:

The position is part of the Global Engagement and Impact team and reports to the Director- Global Engagement and Impact, to achieve deliverables that fall under the following duties:

- Coordinate and implement methodologies and processes to achieve the meaningful engagement of young women and women in order to deepen and widen the movement building of World YWCA, especially
- Lead the mapping and expanding of entry points to engage and mobilise through YWCA models and platforms, especially digital tools, including planning and creating the content of World YWCA website and blogging platform.
- Support the continuous internal communication and external communication efforts of the World YWCA including newsletters, social media, and other forms of communicate.
- Help with copy creation, editing and finalisation of a variety of content.
- Lead the development of engagement campaigns around core areas of the World YWCA in consultation with Global Engagement and Impact team, targeted at increasing the reach and engagement of women, young women and girls and other key audiences.
- Coordinate and monitor networks and outreach mechanisms with allies, partners and other groups working across similar thematic areas within the conditions of success.
- Support advocacy initiatives and content creation for policy statements, press releases and calls to action.



- Coordinate the development and implementation of a plan to measure and evaluate the effectiveness of overall communications and engagement work, focussing extensively on data capture and analysis from social media and other engagement initiatives.
- Ensure additional communication mechanisms with the YWCA movement are explored, tested and implemented, informed by evidence.
- Ensure existing communication products are maximised for the visibility, branding and engagement within and beyond the YWCA movement.
- Continually focus on process improvement, impact, effectiveness and innovation through storytelling through variety of mechanisms, especially digital tools.
- Play a critical role to work very closely, seamlessly and ambitiously with the Director of Global Engagement and Impact on engagement strategies, implementation, coordination and monitoring.
- Work across internal and external stakeholder groups to strengthen the strategic implementation of engagement plans, under the guidance of the Director of Global Engagement and Impact.

Skills, Knowledge and Experience:

Research and Training Skills:

- Ability to conduct basic secondary and primary research, including qualitative and quantitative analysis.
- A keen eye for feminist research practices to be used.
- In-depth understanding and practice of participatory trainings and virtual workshops focussed on consultations and collaborative learnings.

Information Technology Skills

- Proficient in using WordPress and digital tools like Canva and Photoshop.
- Excellent command of Microsoft Office tools (Office, Outlook, Power Point, Excel) and experience in using them.
- High interest in testing and using new technology platforms- podcasts, social media friendly videos, microsites, games and mobile applications.
- Keen interest and good understanding of digital safety.

Language Skills

- High level of English proficiency (reading, writing, verbal) is a must.
- Spanish and/or French proficiency added advantage (reading, writing, verbal) given these are the two additional, official languages of the World YWCA.
- Simple, clear and easy to understand messaging experience.

Qualifications include:

- Appropriately relevant and demonstrated experience in areas of communications and project management with academic pursuits and experience.
- Research experience (methodologies and M&E) with an ability to manage information and knowledge on key facts and evidence around thematic areas of World YWCA.
- Experience of working with inter-cultural communities is a must.
- Experience in a similar role requiring broad and deep generalist skills.
- Experience with online-virtual networking platforms.
- Experience with data and/or information management systems.
- Ability to work effectively with minimal but high-quality management guidance/supervision after a task, goal or strategy is agreed upon and mutually understood.

- Willingness to play a critical role within a small team, fulfilling multiple roles for one project or goal.

Personal characteristics:

- Commitment to the human rights of girls and women, enthusiastic about the mission of World YWCA.
- Must be a feminist, keen to work in an agile, passionate and mission driven environment.
- Advanced organizational skills to use in planning own work and involving team members and project implementation with attention to detail.
- Capable of multitasking and performing general administrative skills.
- Excellent analytical and problem-solving ability.
- Excellent relationship building skills, creativity, drive and enthusiasm with the ability to build strong, trusting relationships.
- Must be a team player, working closely in an agile, fast paced environment and demonstrate impact with ability to work under tight time constraints and meet deadlines.
- Experience or openness to working in a remote work environment.
- Have a keen interest in working with an agile, small, diverse team in resource limited setting(s).

How to Apply:

Applications must be addressed to World YWCA via email to hresources@worldywca.org stating YWCA- EM /+your surname in the subject line. To apply for this role, attach:

- a CV in English
- an innovative introduction to yourself- a short video, a short story or sample social media posts- no more than one minute or 50 words.
- a motivation letter (two pages maximum) that summarises how your profile aligns with the key requirements of this role. In the motivation letter, please also include relevant information regarding your experience with remote work and how you will be able to legally operate as an independent /self-employed contractor in your country of residence/operation.
- work certificates
- diplomas or other relevant training or certification documentation
- three references.

Last date for applying is January 31, 2022